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Agricultural Trade Highlights

Bites & Bits

GLOBAL CONSUMER MARKET INFORMATION FOR THE U.S. FOOD AND AGRIBUSINESS COMMUNITY

ONLINE SHOPPING ARRIVES IN SINGAPORE...Cold Storage has become Singapore's first supermarket chain to develop its own shopping site on the Internet, reports ATO Singapore. Already, the service has registered 5,000 households who can access 2,000 products online. The website, <http://www.coldstorage.com>, features new items available in the stores and weekly specials. Cold Storage has invested about \$300,000 in the venture.

ETHNIC TASTES DRIVE RESTAURANT DEMAND IN SINGAPORE...ATO Singapore reports that Italian restaurants are a hot trend in Singapore, creating a demand for sun-dried tomatoes and peppers and canned tomatoes and tomato products. Mexican food is another ethnic flavor to watch; according to industry reports, plans are afoot to open Taco Bell restaurants in Singapore. Overall, purchases of frozen corn, carrots, and potato-based products by the hotel and restaurant trade will remain strong, and there is keen interest in packaged, versus canned, soup.

NEW SNACK ENTERS GERMANY...Pringles potato chips are now being marketed in Germany after introduction earlier this decade in Sweden, the United Kingdom, France, and Austria, according to ATO Hamburg. The chips are available in original, paprika, and sour cream and onion flavors. German snack food

consumption is below that of other European nations and about one-third of U.S. consumption. Popular German snack food products include potato chips and sticks, peanuts and peanut flips (similar in shape to a cheese curl, but made of peanuts), pretzels and nuts. Popular seasonings are paprika, cheese, onion, sour cream and barbecue. Mexican- and Asian-oriented snacks are becoming increasingly popular.

ORGANIC FOODS RIPE FOR DUTCH MARKET...The largest supermarket in the Netherlands, Albert Heijn, plans to expand its assortment of organic items, which will now include its own private label brand, called "AH Biologisch," according to Ag The Hague. Until recently, the store carried approximately twenty organic items, mainly fresh vegetables, ice cream, and dairy products (marketed under the "Green Cow" label). The new private label brand will include two types of bread, eggs, orange juice, apple juice, wine, coffee, tea, vinegar, jam, Dutch cookies, and poultry meat. Albert Heijn has 650 stores, and the company plans to have the entire line available in 450 of their stores by mid-March.

GREEN LIGHT FOR NEW BORDER BRIDGE...Local government officials in Nuevo Laredo, Mexico and Laredo, Texas have announced plans to build another bridge between the two cities, bringing the total number of crossings to four, according to Ag

Nuevo Laredo. Construction is expected to begin in July 1998 with a completion date estimated at November 1999. Increased commercial traffic, largely due to NAFTA, and the overall growth of the two cities has led to the need for an additional bridge on the border.

MICROWAVE SALES HOT IN CHINA...Microwave ownership in the urban areas of China is up, offering an expanding potential market for microwave foods, according to recent reports from ATO Shanghai. Microwave sales have increased from 800,000 units in 1995 to 4 million units in 1997, and nearly half of the families in the leading cities of China now own a microwave. Consumers mainly use microwaves to warm leftovers, but are beginning to prepare more meals with the

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microwave. Only a few Chinese companies are currently manufacturing microwaveable foods. The products include Chinese entree dishes, dim sum, and fried rice, and are priced at the equivalent of U.S. fifty cents to one dollar. Imports are limited to upper-end supermarkets frequented by ex-patriates and high income, white collar workers. The most popular products are pizza and pies, costing from five to ten dollars. Imports come from the United States and European Union.

KOREANS TIRE OF BELT-TIGHTENING...

Restaurant sales in Korea are showing early signs of recovering, according to recent conversations between Korean food and beverage managers and ATO Seoul. Korean middle class consumers, with a savings rate of 32 percent, are returning to the restaurants that just last month they were avoiding in order to save money. One five-star hotel reported that restaurant sales were up 10 to 20 percent in February over January's dismal showing. ATO staff has also observed that family-style restaurants are noticeably fuller and the weekly meetings of ajuma clubs, whose members are Korean housewives, have returned to the deluxe restaurants.

JUMBO SNACK PACKS GAIN POPULARITY IN KOREA...

Amidst frugality campaigns and rising food prices, large sized, "economy" snack packs are becoming more prominent on supermarket shelves frequented by price-conscious consumers, according to recent trade press reports sent in by ATO Seoul. Local producers have begun to

package snacks in approximately one pound bags instead of the traditional two ounce bags. The larger bags save on packaging costs while offering consumers about eight times the amount of product at only four to five times the price. Corn chips, squid-covered peanuts, SunChips, popped corn, and various crackers are reported to be selling well in the larger sizes.

UK SUPERMARKET CHAIN ADDRESSES TAKE-OUT MARKET...

J Sainsbury has announced plans to open a chain of 24-hour town center stores under the name of Sainsbury Local, according to Ag London. These shops will specialize in value-added, ready-made meals. The Sainsbury Local stores will compete directly with arch-rival Tesco's Metro outlets.

SUPERMARKETS CONSOLIDATING IN UK...

The top five British supermarket chains now hold over 50 percent of the U.K. market with the recent merger of Somerfield and Kwik Save, according to Ag London. Tesco, the largest retailer, holds 14.6 percent of the market. J Sainsbury has a 12.6-percent share, Asda's is 8 percent, and Safeway's share is 7.9. The recent Somerfield/Kwik Save merger will give that chain an 8.3 percent share. Additionally, supermarkets are attracting more consumers to their meat departments than ever before. Supermarket sales of meat accounted for nearly 70 percent of the total meat market in terms of volume in 1997 compared with 60 percent in 1994. The U.K.'s five largest chains account for the bulk of these purchases, with smaller supermarkets making up the rest of the category. Independent grocers, butchers, freezer centers, and

cooperatives have suffered from the supermarket category's increasing dominance.

SAUDI WOMEN MAKE FOOD PURCHASING DECISIONS...

A recent survey conducted by a local market research company found that Saudi women are the principal decision makers in food shopping, according to Ag Riyadh. The study also found that younger women prefer supermarkets to traditional grocery stores because supermarkets provide a wider variety of products. Lower prices were the major draw for wholesale stores, and proximity is the reason that consumers shop at traditional grocery stores.

MEXICANS OPEN TO GENETICALLY MODIFIED PRODUCTS...

Scientists at Moderna, a Mexican agribusiness conglomerate, found that Mexican grocers would pay 25 percent more for genetically-modified miniature tomatoes, which taste and look better than unmodified tomatoes, according to recent press reports sent in by Ag Mexico City. The chairman of Moderna is predicting that biotechnology will become a major force in Mexican vegetable production.

ORGANIC FOOD GAINS POPULARITY IN HONG KONG...

The owner of a local organic farm in Hong Kong has taken the lead in promoting organic products, including opening a restaurant and retail store, and offering weekend educational programs. In the past, the organic market was confined primarily to the western ex-patriate communities. Recently however, local Chinese and ex-patriate Japanese have begun buying organic products. The interest in organic foods comes on the heels of

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several food safety crises. Local shoppers, primarily home-makers, appear very receptive to promotions highlighting organic products. Consumers are willing to spend 30 to 100 percent more for organic products although they only add approximately US\$40 to the monthly grocery bill. As consumer awareness increases and a taste for organic food develops, U.S. exporters may reap the benefits.

U.S. BREAKFAST CEREALS CHAMPIONED IN JAPAN... Tokyo Broadcasting Station recently aired a thirty-minute segment on corn flakes and the nutritional benefits of American-style breakfasts during a popular morning show. Produced

in conjunction with ATO Tokyo and the U.S. Feed Grains Council, the program demonstrated the complementary use of American regional foods, such as wild Maine blueberries and California cling peaches, with corn, rice, and wheat cereals. The segment was introduced with a home demonstration of the American breakfast by ATO Executive Director Terrence Barber, his family, and other neighborhood children. Professional nutritionists discussed the health benefits of American breakfasts and dispelled Japanese consumer misperceptions that breakfast cereals are not nutritious. Currently, Japanese consumers eat just 200 grams of

breakfast cereal annually compared with over five kilograms in the United States.

-Compiled by Carmi Lyon

This information is intended for U.S. companies looking at overseas markets and does not carry the endorsement of USDA, nor does it represent the official view of USDA.

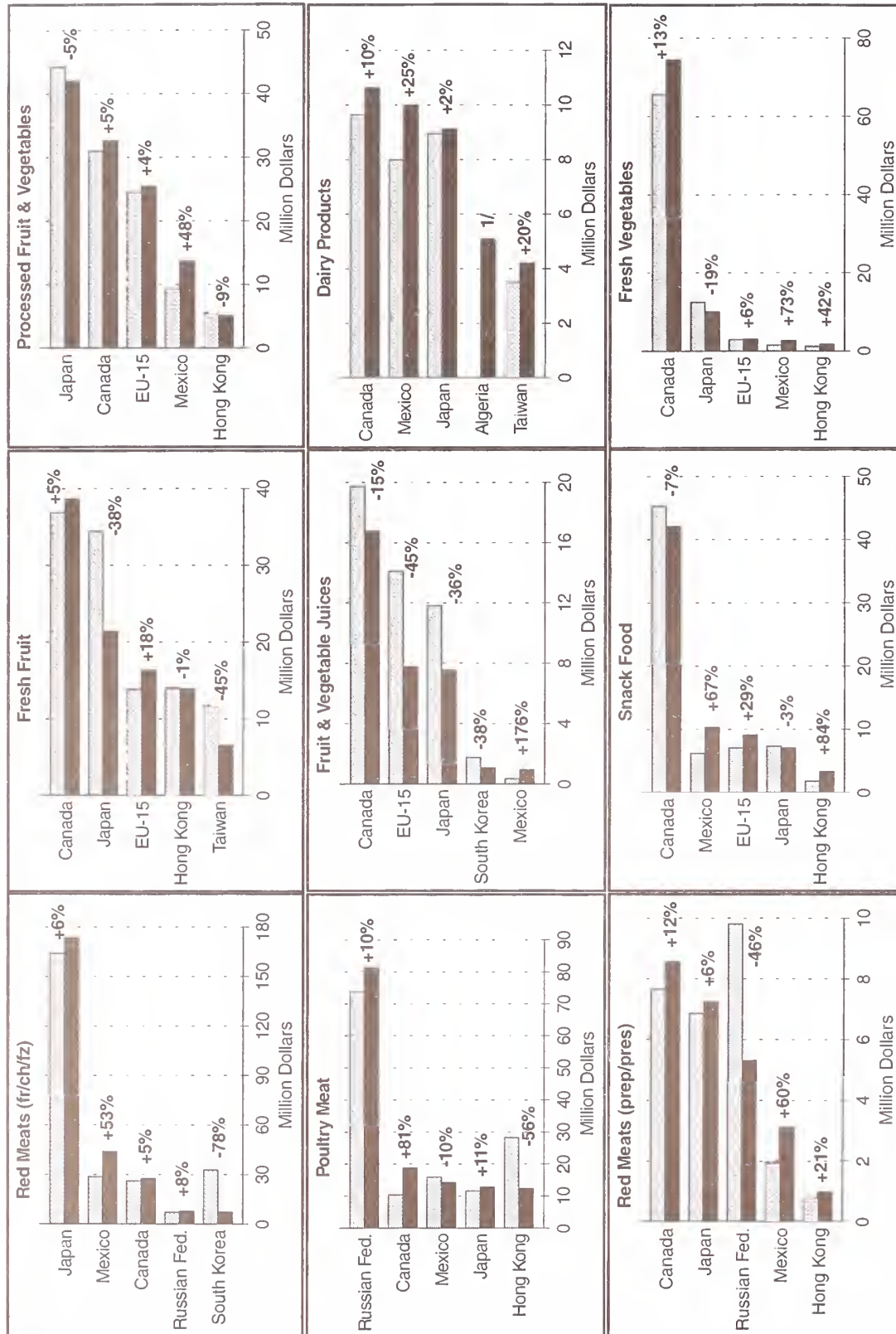
For more information on the reports mentioned in this column, e-mail Elizabeth Mello at MelloE@fas.usda.gov, or visit the FAS homepage: www.fas.usda.gov.

Note: ATO refers to 'Agricultural Trade Office.' Offices designated as "Ag" refer to the Agricultural Affairs Office of the U.S. embassy of the listed city.

Trade Trend Top Five Markets for Selected U.S. Consumer Foods

January Comparisons

CY 97 ■ CY 98



Note: Percentages are computed as the change from 1997 to 1998. 1/ Not available

The 1998 U.S. Food Export Showcase: Working Together To Deliver Export Opportunities

"We come to the Export Showcase because it gives us the opportunity to see several of our international customers and to meet new international customers. We're looking to expand into new markets and find new distributors and wholesales for our product. This Showcase gives us exposure to several thousand people. We've never gone away from the Showcase without developing some type of new business relationship that ends up being long-term."

*-Nancy Dietz, Exhibitor
Morrison Farms*

"Thanks to the exposure in the U.S. Food Export Showcase, Delaney Foods Corporation is recognized and respected as a cutting-edge global food marketer with a sharp awareness of contemporary cultural trends and an eye on the 21st century."

*-Laurel Delaney, Exhibitor
Delaney Foods Corporation*

"I'm attending the show with a group from my country. We operate a chain of supermarkets in the Philippines. We are starting to sell U.S. products, so we are here to look for a variety of items that we can sell in our stores. This show broadens our knowledge about the type of products currently available for export."

*-Jim Jamandre, Attendee
Metro Gaisano*

A 1997 attendee reports, the U.S. food showcase is "like no other in North America; with such a unique gathering of different products and people." The U.S. Food Export Showcase is held annually in conjunction with the Food Marketing Institute (FMI) Supermarket Industry Convention and Educational Exposition. The FMI show, which has operated for more than 60 years, has become one of the largest annual trade events of its kind in the world. The U.S. Food Export Showcase, its international counterpart, has been designed to expand worldwide marketing opportunities for U.S. high-value food and beverage products, has expanded its number of international visitors impressively in its five years of existence. This year's event will take place once again

International Buyers' Top Ten Product Categories*

- Canned Foods
- Snack Foods
- Grocery Products
- Frozen Foods
- Dry Foods
- Non-Alcohol Beverages
- Bakery Products
- Prepared Foods
- Diet Foods
- Dips/Dressings/Sauces

*From 1997 Export Showcase attendance

at McCormick Place in Chicago, the nation's largest exhibition center, on May 3-5.

Through sponsorship of the U.S. Food Export Showcase, FAS and NASDA, the National Association of State Departments of Agriculture, focus on increasing U.S. food and beverage exports. Striving to create a reasonably priced trade opportunity for small and medium-sized companies interested in entering or expanding their existing export markets, this partnership yields a worldwide audience of qualified buyers who seek U.S. food products and attend the U.S. Food Export Showcase prepared to buy. A steady increase in the number of highly qualified international trade visitors demonstrates the success of this joint venture. The worldwide promotions and special show services organized by NASDA, FAS, and FMI attracted 6,438 international trade visitors to Chicago in 1997.

A 1997 exhibitor, Van Reese, considered the show "the best way to explore exporting possibilities with high-quality buyers in a one-stop shop." Two hours into the show, his small company had contracts from Holland and had expanded into Canada. Companies like Fairco, of Louisiana, report making direct contacts, meeting with current customers, and accepting new orders all under one roof, which makes the U.S. Food Export Showcase experience unique. It offers a cost-effective opportunity for small companies to explore export potential. Access to buyers from all over the world in one location has generated great success

...Food Export Showcase

stories for companies that in turn keep coming back every year.

In addition, the Showcase can jump start exporting efforts with these benefits:

Educational Workshops. These workshops are designed especially for U.S. food export exhibitors. Sponsored by NASDA, the topics cover the following:

Conducting International Business at a Trade Show
Federal Programs to Assist Exporters
Trade Show Follow-Up Tips
Retailing Strategies in Specific International Markets
Best Target Countries/Regions for Your Product

Global Connection. NASDA, in cooperation with FMI, offers this computerized service which matches exhibitors with buyers looking for their products. During the showcase, reports can be generated that identify buyers who have expressed interest in buying a particular product.

State Departments of Agriculture.

Representatives from a company's state Department of Agriculture are an excellent resource. Many of these representatives will be available at the Showcase to educate the exporter on state programs designed to promote products domestically and abroad.

The Foreign Agricultural Service.

FAS representatives from U.S. Embassies around the world will be available at the Showcase to assist with issues regarding exporting to their areas of the world. As the leaders of buyer delegations from their respective countries, FAS staff facilitate interaction between Showcase exhibitors and international buyers.

FAS also supports the U.S. Food Export Showcase by sponsoring supermarket buyer delegations from emerging markets and providing on-site, country specific technical assistance for firms interested in exporting.

ATO's Share Firsthand Knowledge of International Markets

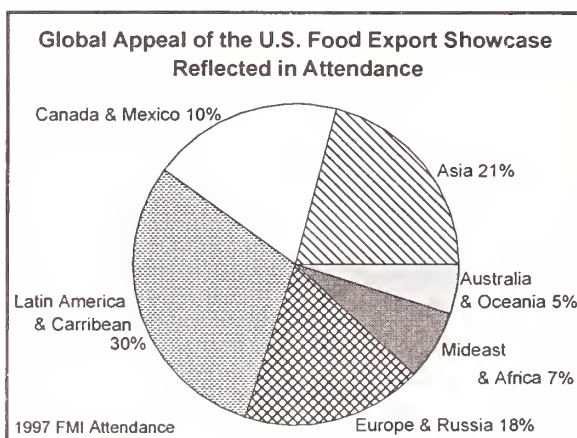
Two FAS Agricultural Trade Officers currently covering overseas markets will speak on their

respective markets at the Export Showcase. Agricultural Trade Officer Chad Russell will cover exporting opportunities in Mexico and LaVerne Brabant, ATO Hong Kong, will discuss the exporting situation in Asia.

The Asia and Mexico seminars are scheduled for May 4th and 5th, respectively. They will be held from 8:30-9:45 in U.S.D.A's South Building, 1400 Independence Avenue, SW, Washington, DC 20250, room 505.

FAS Sponsors Supermarket Buyer Teams From 20 Countries

International trade in consumer food products is growing, especially in the Pacific Rim and Latin America where the number of middle class consumers is expanding rapidly. Delegates from any countries in these regions, as well as others, will be attending the Export Showcase through the FAS-sponsored Cochran and Trade and Investment Programs.



U.S. firms attending FMI may wish to organize meetings with members of the international delegations. Interested companies should call Gary Laidig of the Foreign Agricultural Service in order to set up appointments at (202) 690-1734.

The following is the Cochran participant list to date. Additional participants are expected from Romania, Kazakhstan, and the Caribbean, and the list is subject to last-minute changes. The listing of these companies does not necessarily imply endorsement by FAS.

...Food Export Showcase

Latin America

Colombia

Carulla & CIA, SA

Costa Rica

Supermercados Unidos Corp

Guatemala

Supertienda El Gallo

Panama

Almacenes Romero, SA

Credirey Supermarkets

Venezuela

Automercados Plaza's

Supermercados Victoria

Inversiones Diwe, C.A.

Africa

South Africa

Maluleke Supermarket

Badikila Shopping Center

Makgobu's Supermarket

Progress Supermarket

Tunisia

Tunisian American Chamber of Commerce, Tunis

CDS Corporation, Sfax

Tunisia Food and Drinks

La Phenicienne

Tunisia food and Drinks

Supermarket Le Passage

Eastern Europe

Poland

Eurocsam JMB Polska, Wotczynska

Emmi Co., LTD, Koszalin

Martes Wholesale, Elblag

Witey Handel, Gdynia

DeCare, Warsaw

Unicorn Company, Krakow

Czech Republic

Senquar a.s., Litomysl

Hope Olomouc

Slovak Republic

Anja, Bratislava

Koprcktra, Nitra

Bulgaria

Boliari Ltd., Varna

Zara & Rossi Provate Proprietor, Stara Zagora

Jankov & Son 7, Dobrich

VK- Commerciale Ltd., Sofia

ET "likar", Stara Zagora

ALDA International Ltd., Dofia

Raznoiznos, Sofia

Croatia

AWT Internaitonal d.o.o., Zagreb

Brodokomerc d.d., RiJuea

Slovenia

Kolinska d.d., Ljubljana

Group Emona, Fjubljana

Kresto d.o.o., Ljubljana

Zem Gros, Ljubljana

Southeast Asia

Philippines

Multi-link Import/Export, Inc.

Fly Ace Corporation

Benby Enterprises, Inc.

Thailand

Pornchai Brothers 1988, Ltd

Bangkok Novel. Co., Ltd.

TOPS Supermarket

Malaysia

Davids Distribution Sdn.

Sogo Pernas Department Store

DFI Supermarkets Sdn. Bhd.

Vietnam

Maximark Supermarket & Department Store

Citimart Supermarket

Mien Dong Supermarket

Mavico Ltd., Co.

New Independent States

Uzbekistan

Joint Stock Assoc. "Uzbeksavdo"

...Food Export Showcase

Azerbaijan

Avropa Food Supermarket

Armenia

Kalantar Co., Ltd., Yerevan

Supermarket Asan Ltd., Yerevan

Trading House "Hayastan", Yerevan

Hayr and Vordi Yeritssyanner Co., Ltd., Yerevan

Shara Ltd. Co., Yerevan

For more information on the U.S. Food Export Showcase, visit the show's websites at <http://www.nasda-hq.org/nasda/nasda/usfes/usfes.htm> or <http://www.fmi.org>. Or contact DeWitt Ashby at (202) 296-9680. For additional information on the Cochran Program, contact Gary Laidig at (202) 690-1734, or by fax at (202) 690-0349.

Russia

Quality Products Int., St. Petersburg

Orion, St. Petersburg

Mico, Inc., St. Petersburg

Primor Tech Snabjenya, Vladivostok

Joint Stock Venture "Nakhodka Fish Port", Nakhodkak

Primorsk Region

Service Trading" Co., Ltd., Vladivostok

Fecic Trade Co., Vladivostok

Stock Company "Hopa-M", Vladivostok

Supermarket "Mechetlinethz", Ufa

Additionally, Agricultural Trade Offices around the world have recruited buyers from other countries who may not qualify for the above program. NASDA and FMI have created an aggressive attendance promotion and public relations campaign to attract qualified international buyers, which is focused on the regions that offer the greatest potential. Showcase exhibitors can expect to see buyers from around the world. U.S. companies interested in meeting with buyers should contact the FAS booths at the U.S. Food Export Showcase to arrange appointments.

International Buyers Receive Training in U.S. Supermarket Management

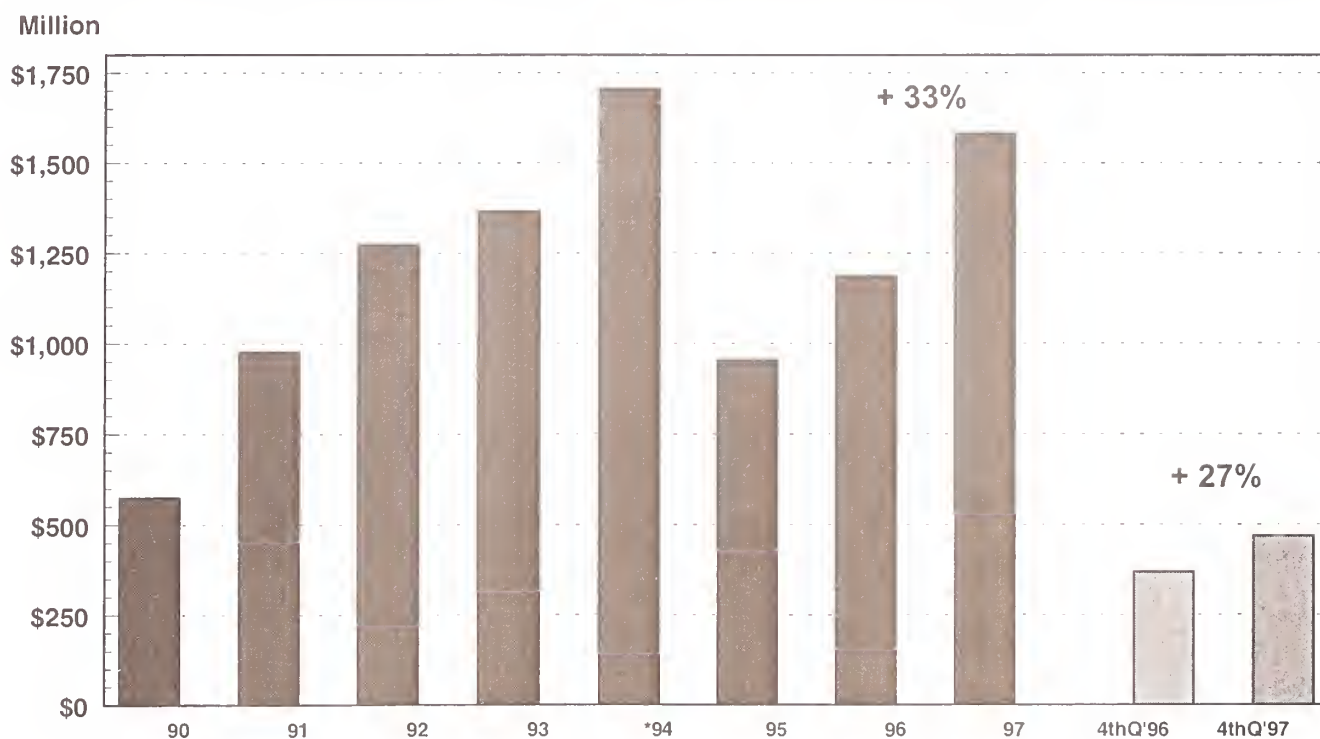
The Cochran Program sponsors training in modern supermarket management in conjunction with FMI and the Export Showcase. Delegates will receive training in areas such as inventory and quality control, merchandising, bar scanners, and consumer trends. The delegations will visit supermarkets of all sizes as well as suppliers. Participants from Latin America and Africa will attend a supermarket training course at St. Joseph's University in Philadelphia. Companies from Asian countries will receive similar training at Cornell University. Immediately following the delegations' stay in Chicago, groups will engage in travel organized by state departments of agriculture.

Mexico Market Seminar

U.S. consumer food exports to Mexico rose 33% in 1997 over 1996. Mexico is the 3rd largest U.S. consumer food market and 1997 totals nearly reached the 1994 all-time record set before the Mexican Peso crisis. Chad Russell, ATO Mexico, will discuss current prospects in the reinvigorated Mexican markets.

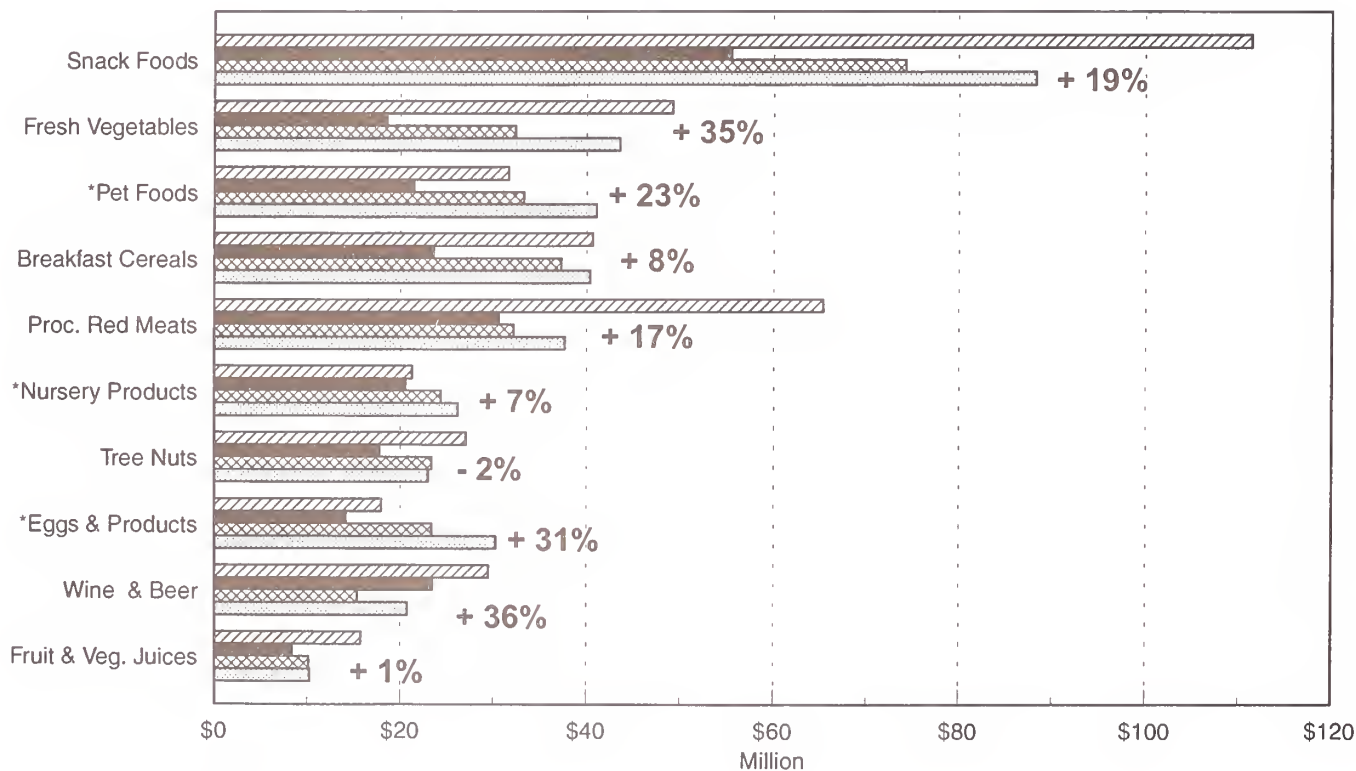
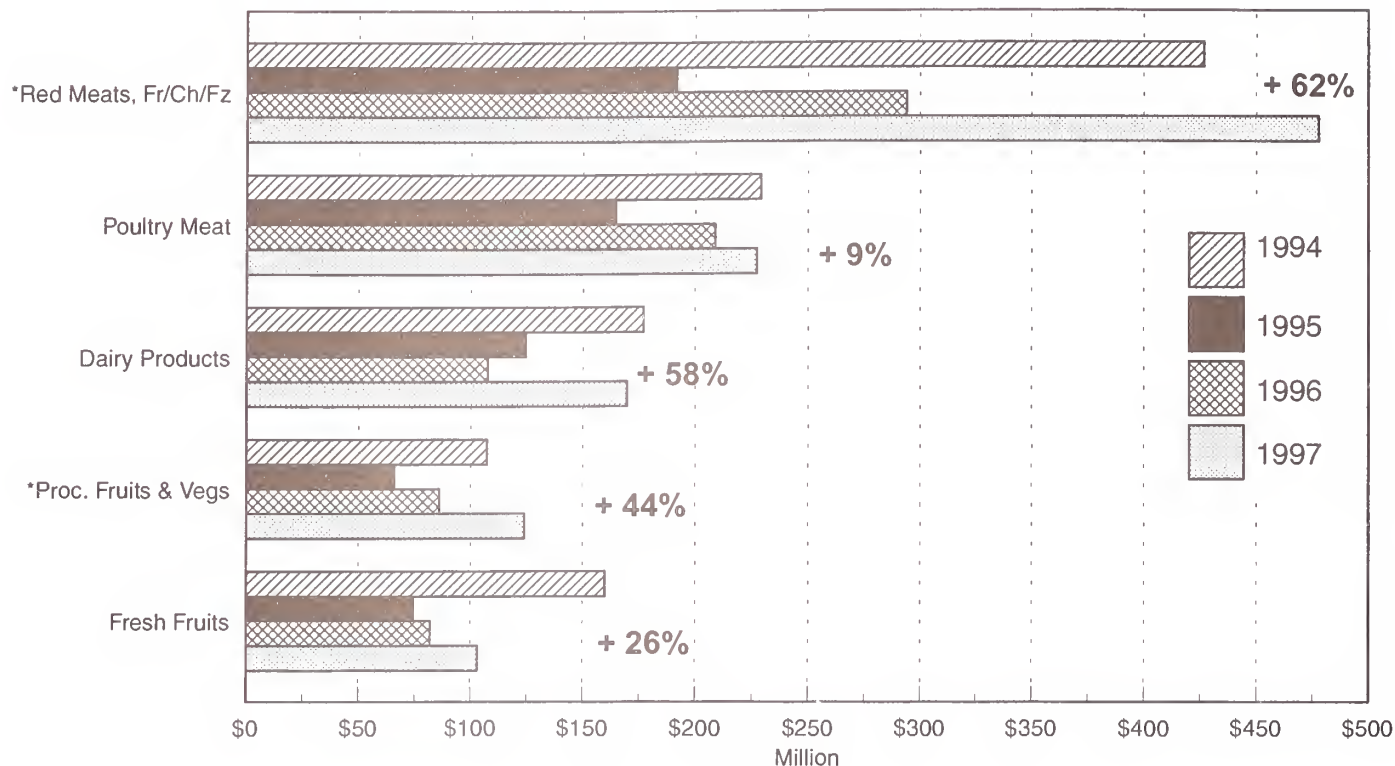
Notes:

U.S. Exports of Consumer Foods to Mexico



U.S. Consumer Food Exports to Mexico

Consumer Food Trend 94-97



Note: * Indicates record exports in '97

Market Seminars Open Window to Global Markets

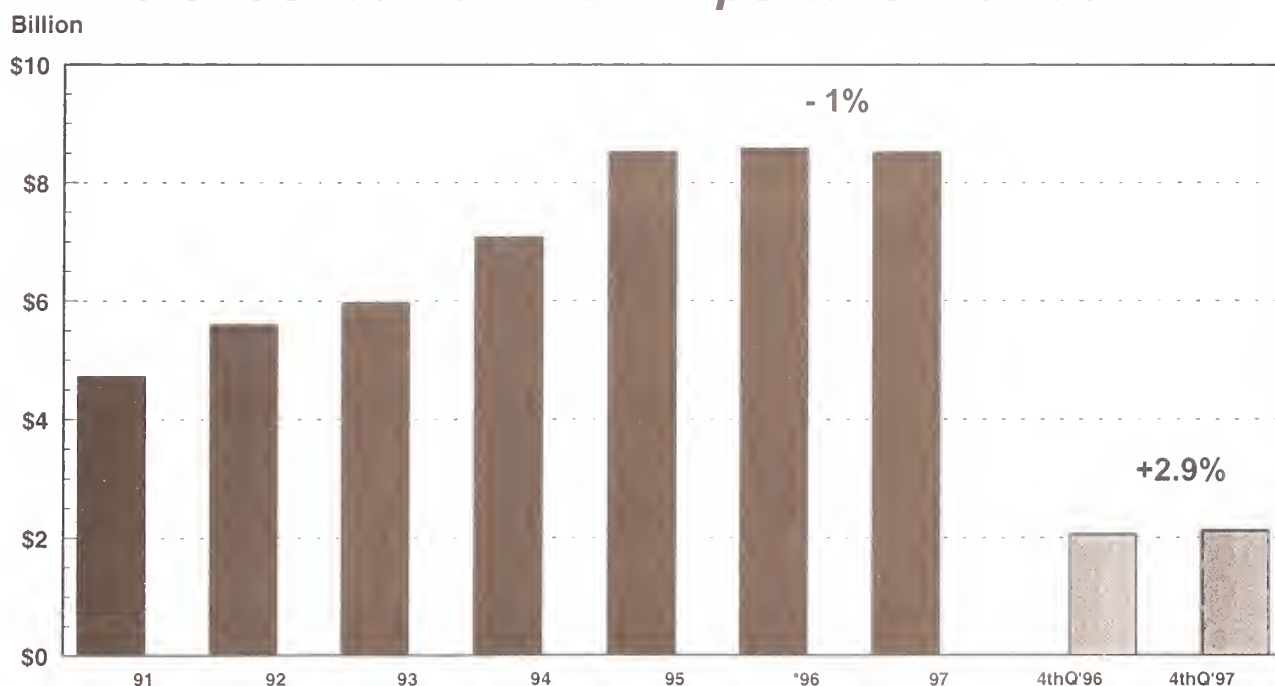
Agricultural Trade Officers with FAS/USDA from two key regions will conduct seminars on the latest trends and market opportunities. A graphical summary of U.S. consumer food exports to those markets is presented in this FMI/Export Showcase Preview handout. Bring this edition to the seminars for note taking.

Asian Markets Seminar

The Pacific Rim represents 40% of U.S. consumer food exports. It the largest regional U.S. export market for consumer foods with a 1997 value of \$8.5 billion. LaVerne Brabant, ATO Hong Kong, has served previously in South Korea and Japan and is soon to be at his next assignment as ATO in Indonesia. With his extensive experience in Asia, Brabant brings a wealth of knowledge on market opportunities in Asia for U.S. exporters.

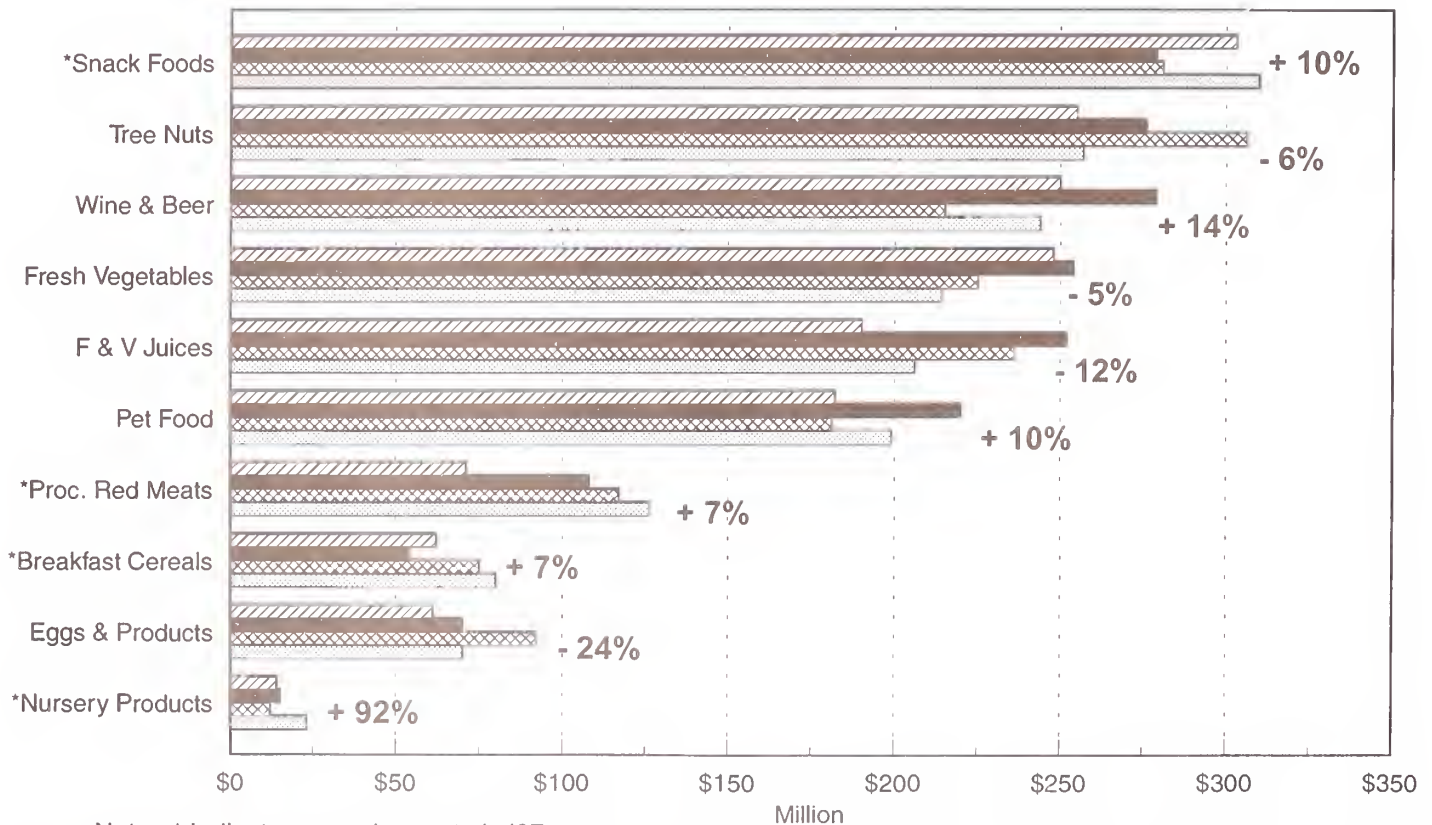
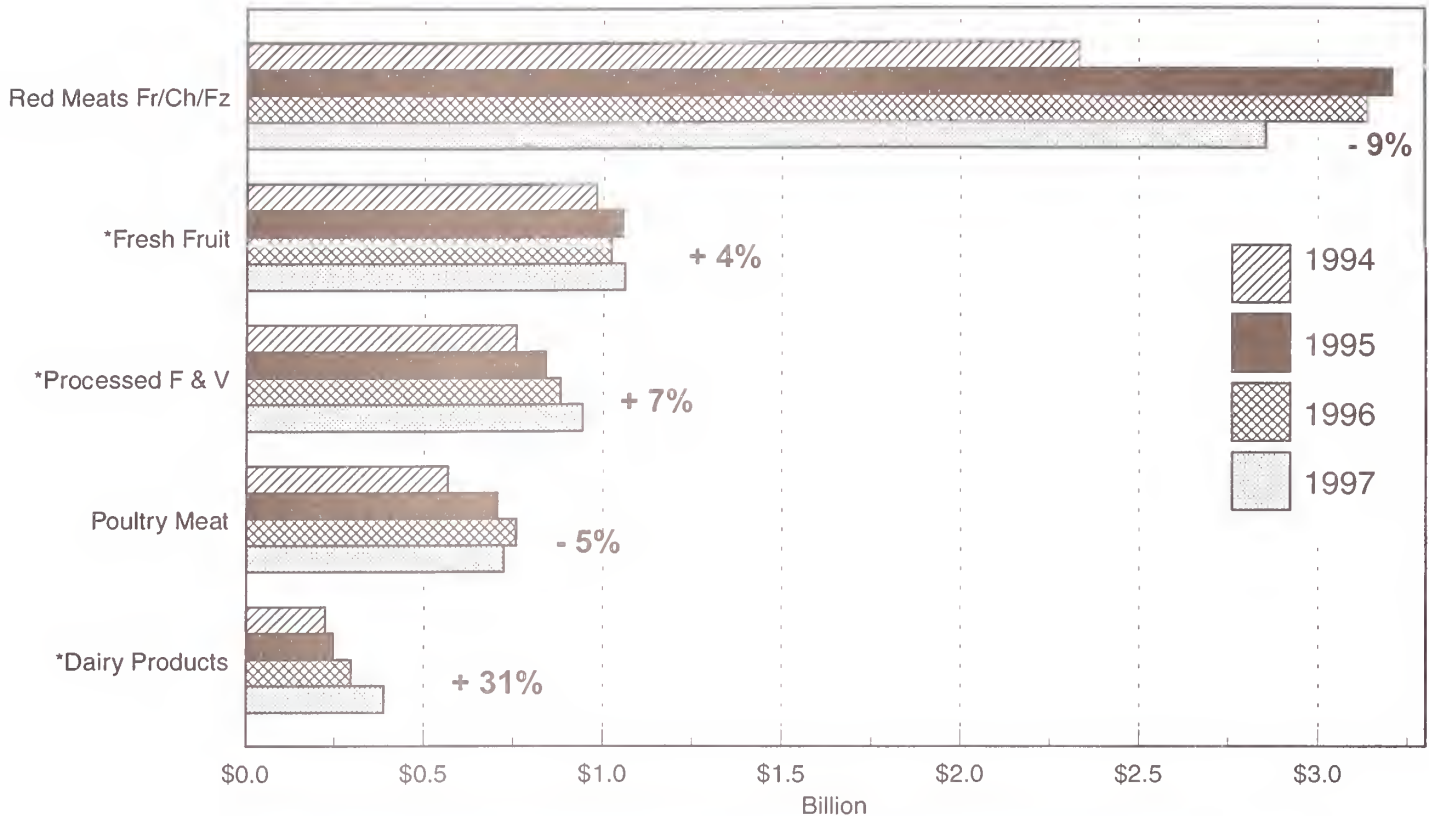
Notes:

U.S. Consumer Food Exports to the Pac Rim



U.S. Consumer Food Exports to Pacific Rim

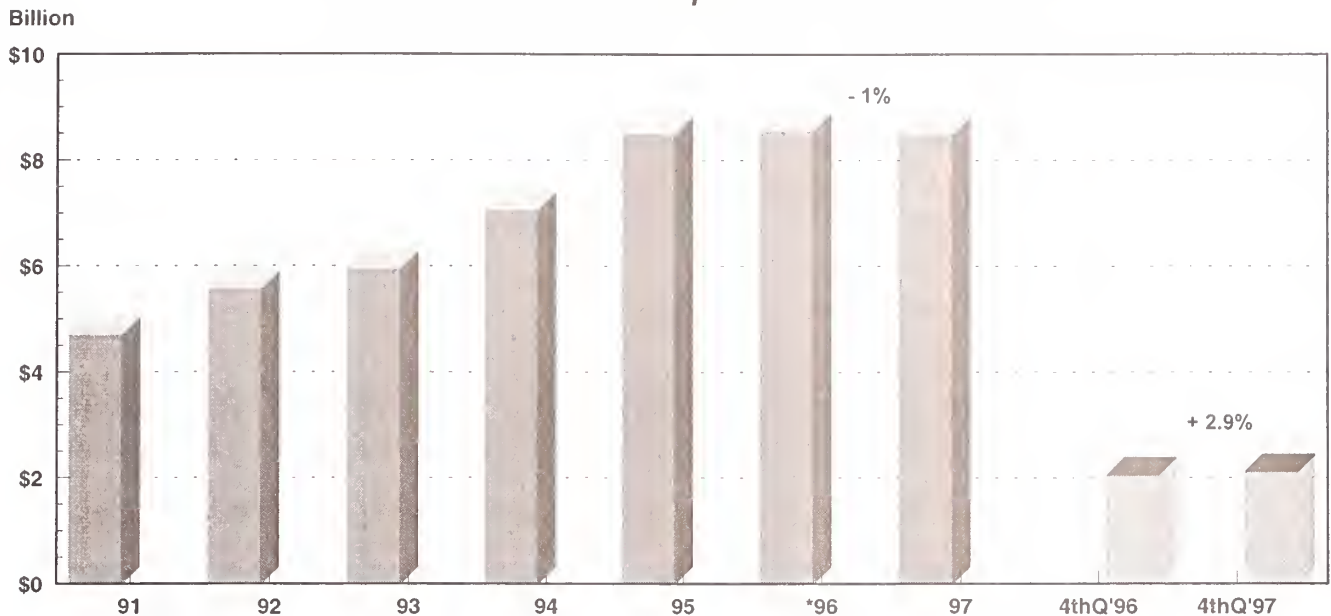
Consumer-Oriented Trend 94-97



Note: * Indicates record exports in '97.

Pacific Rim: U.S. Consumer Food Export Market Summary

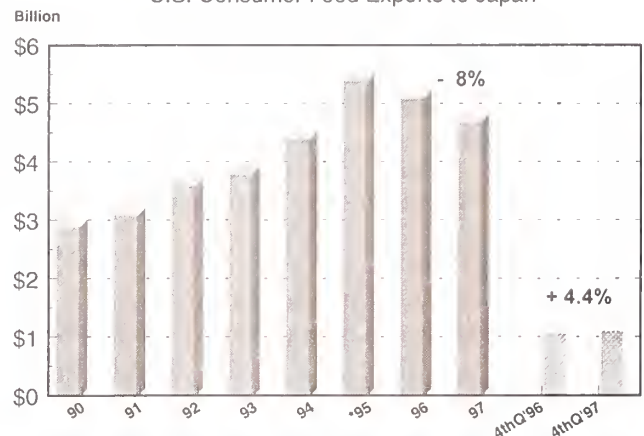
U.S. Consumer Food Exports to the Pacific Rim



Japan

- Collapse of Bubble Economy
 - purchasing decisions now based on value rather than status
- Growth Sector: Meal Solutions
 - consumers want high quality, convenient delivery, reasonable prices
- Aging society
 - fastest aging country in world
- Consumers more conscious of health and safety aspects of food

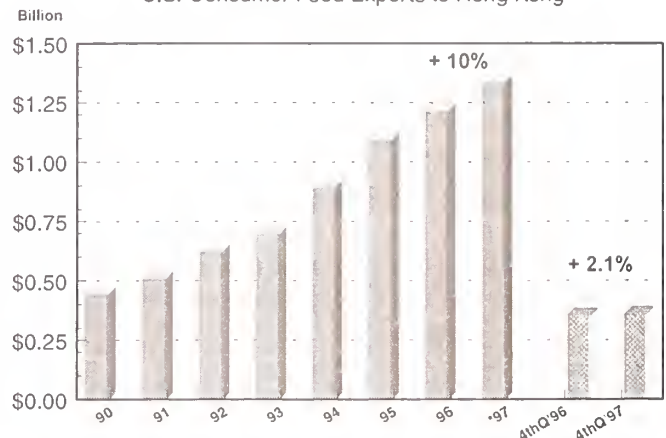
U.S. Consumer Food Exports to Japan



Hong Kong

- Hong Kong is 5th largest U.S. consumer food market
- Supermarkets, restaurants continue expansion
- Majority of U.S. consumer food exports to China arrive via Hong Kong
- Hong Kong's advanced container port facilities make it a major re-export destination

U.S. Consumer Food Exports to Hong Kong

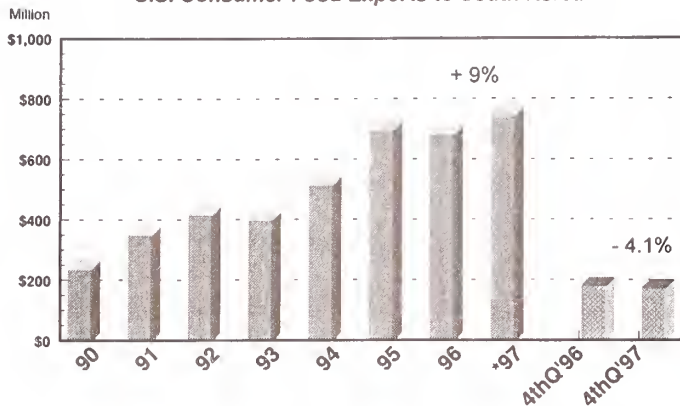


Pacific Rim Market Trends

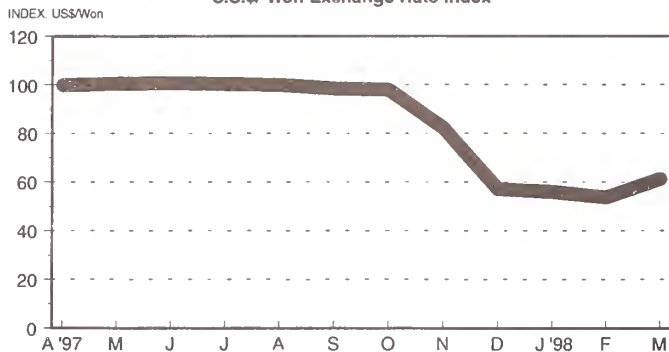
South Korea

- Consumers are cutting expenses by eating more meals at home
- Restaurant sales plummeted at end of last year, but have improved slightly as consumers tire of maintaining strict budgets
- Supermarket sales have increased 20% over last year,
 - ▶ hot sellers include ramen and frozen pizza
 - ▶ "Economy Size" packaging becoming popular

U.S. Consumer Food Exports to South Korea



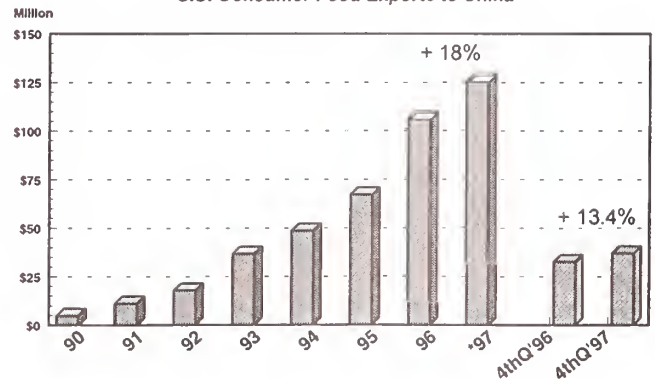
U.S.\$/ Won Exchange Rate Index



China

- China's consumer food market continues to grow
- Coastal urban middle class principal marketing target
- Market Drivers
 - Spread of supermarkets, home refrigerators, microwaves
 - Children, popularity and familiarity of U.S. culture

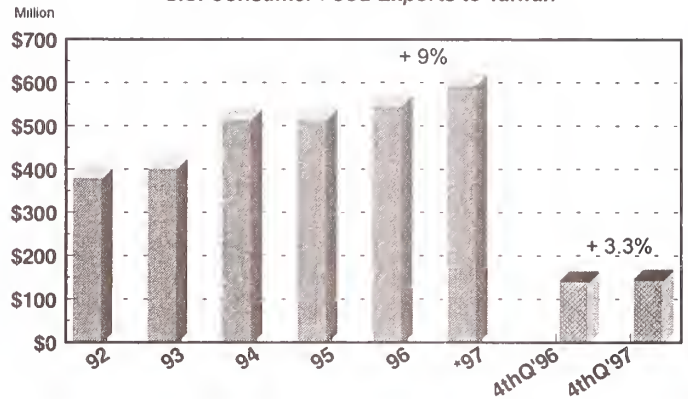
U.S. Consumer Food Exports to China



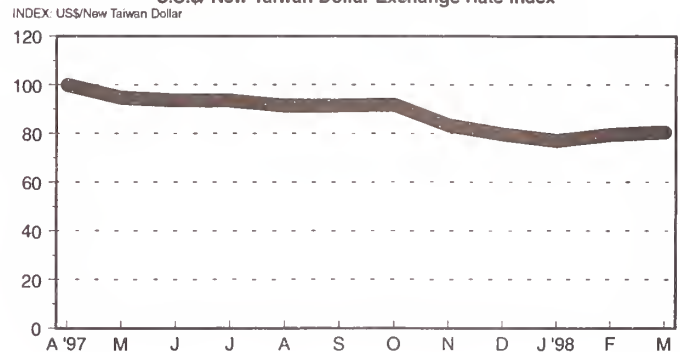
Taiwan

- Holiday sales grew over 1996, the only Asian nation to experience growth during that time
- Supermarkets and department stores have recently established organic product sales counters
- Modern food retailers claim 39 percent of Taiwan's food sales

U.S. Consumer Food Exports to Taiwan



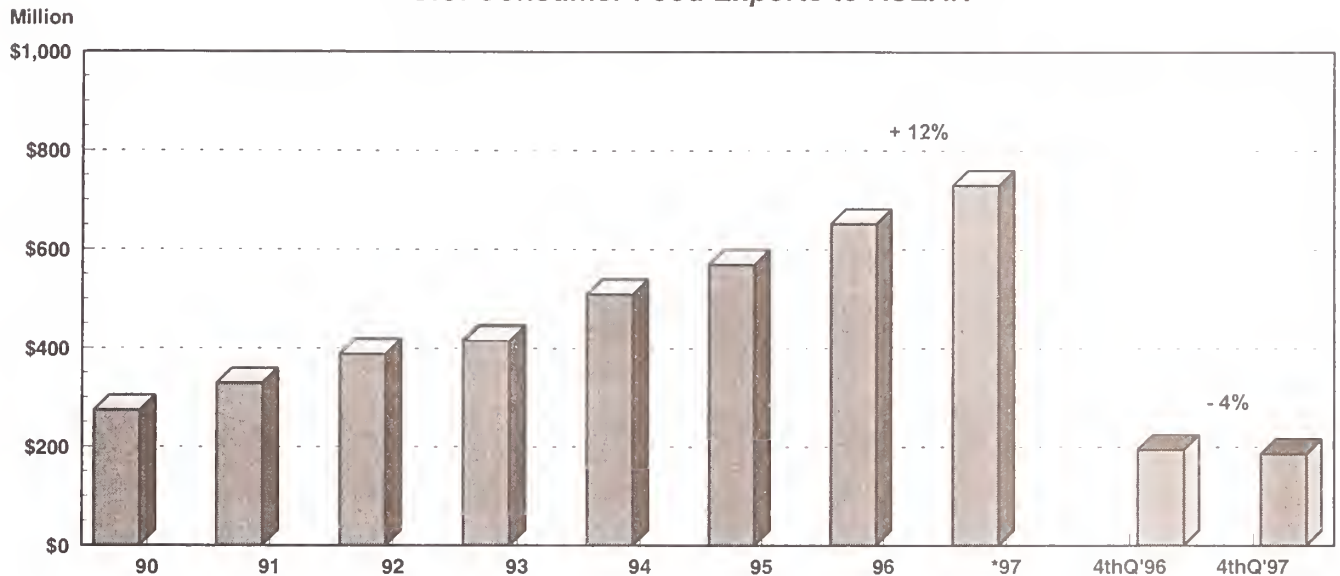
U.S.\$/ New Taiwan Dollar Exchange Rate Index



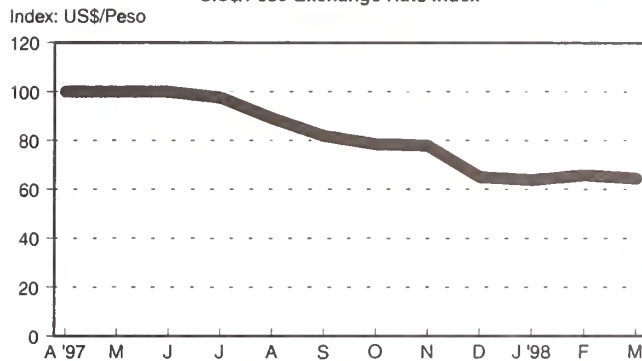
Southeast Asia Market Trends

4th Quarter Export Sales Reveal That Financial Crisis Impact on U.S. Consumer Food Sales Varies by Country

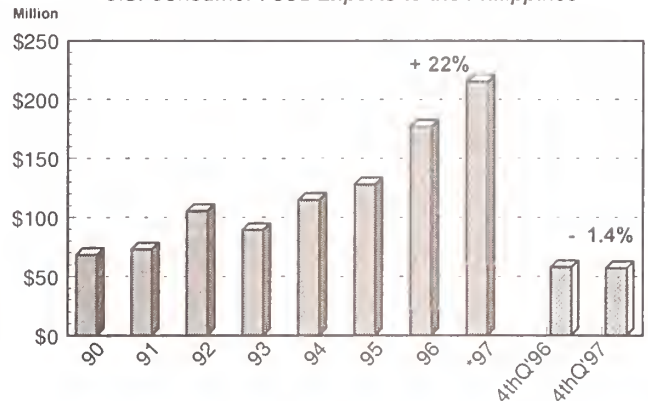
U.S. Consumer Food Exports to ASEAN



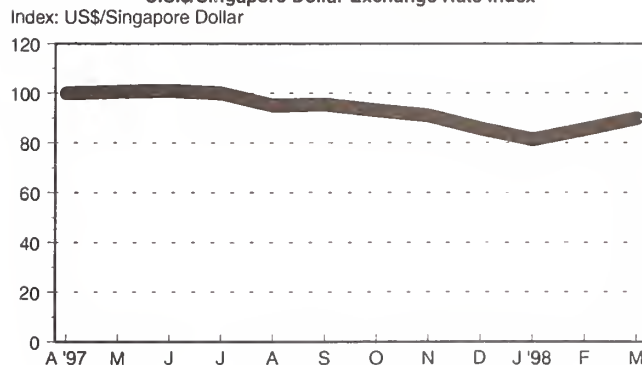
U.S.\$/Peso Exchange Rate Index



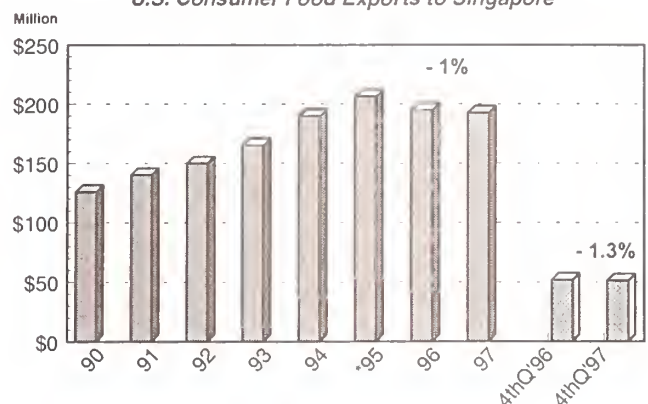
U.S. Consumer Food Exports to the Philippines



U.S.\$/Singapore Dollar Exchange Rate Index

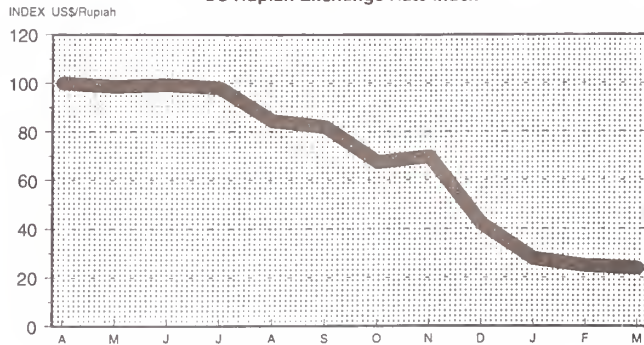


U.S. Consumer Food Exports to Singapore

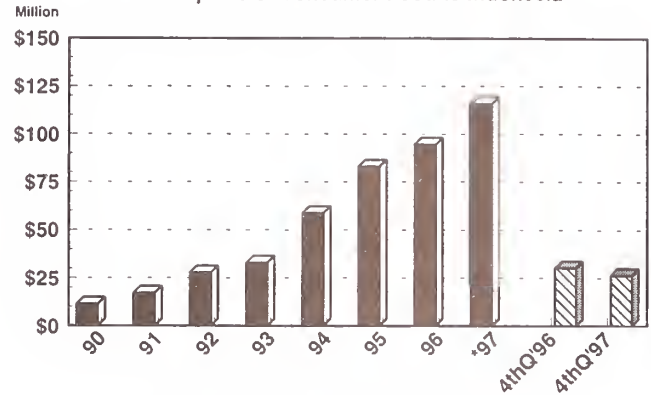


Southeast Asia Market Trend

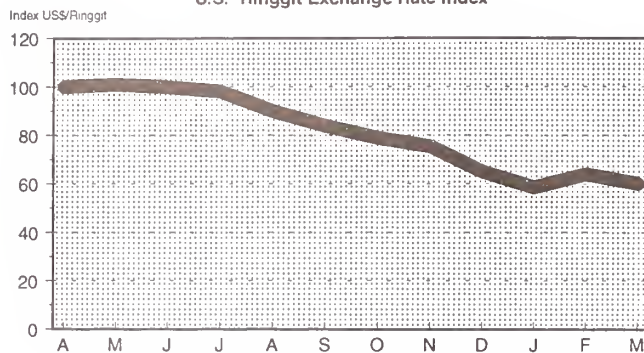
US Rupiah Exchange Rate Index



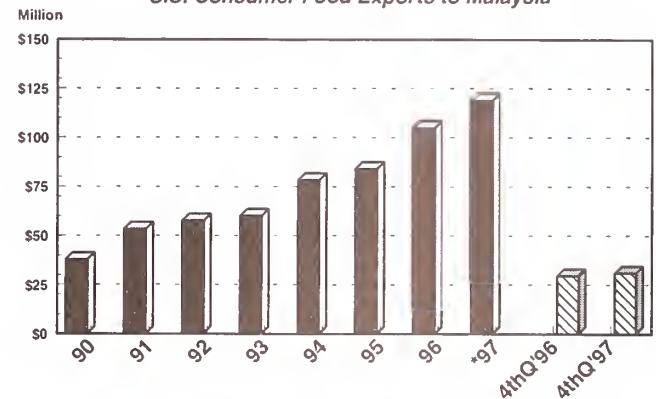
U.S. Exports of Consumer Food to Indonesia



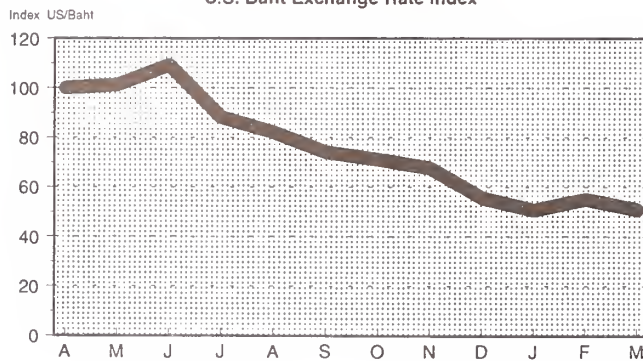
U.S. Ringgit Exchange Rate Index



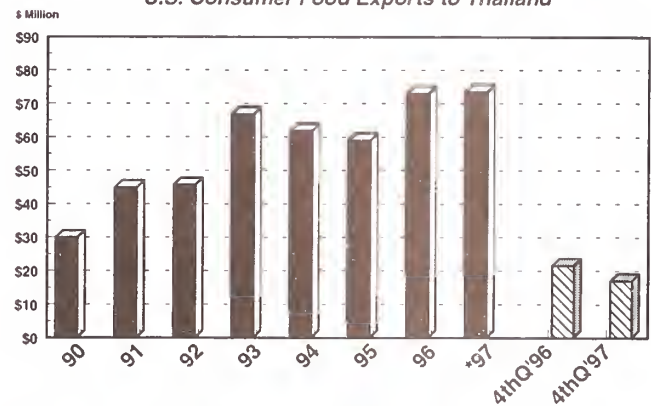
U.S. Consumer Food Exports to Malaysia



U.S. Baht Exchange Rate Index



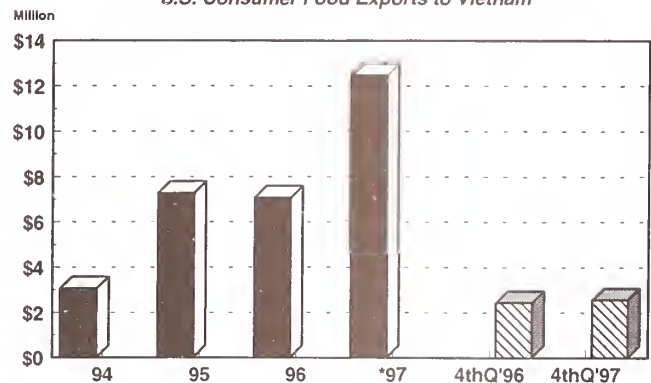
U.S. Consumer Food Exports to Thailand



Vietnam

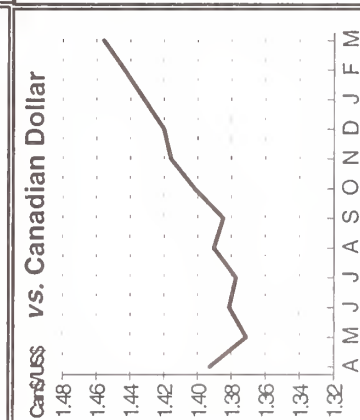
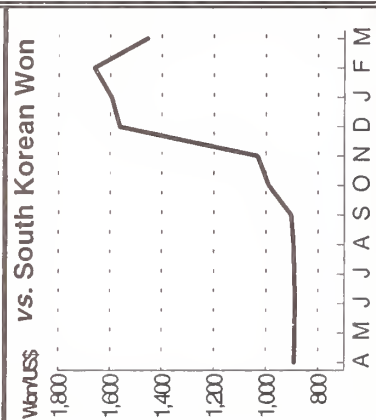
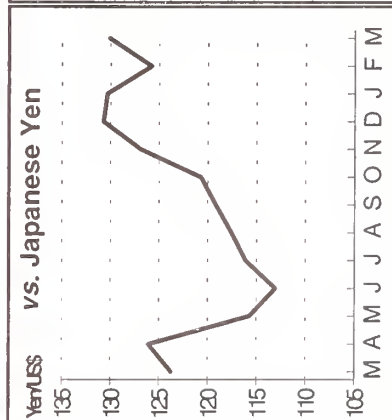
- Currency is not free floating
- One of fastest growing economies in world over last 5 years
- Infrastructure development needs
- Current opportunity in HRI sector
- Most U.S. product is transshipped, mainly through Singapore.

U.S. Consumer Food Exports to Vietnam



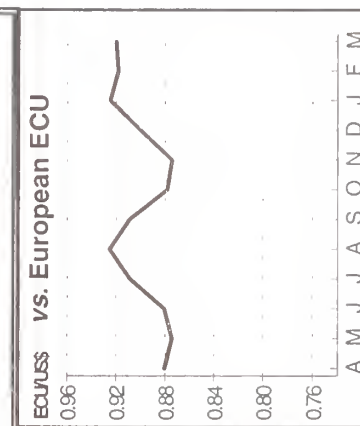
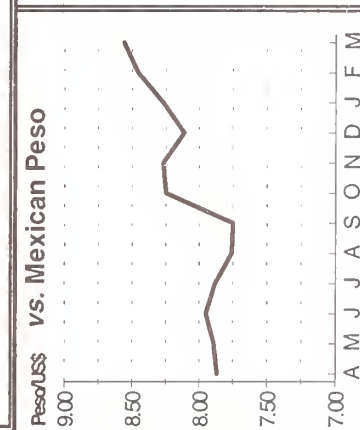
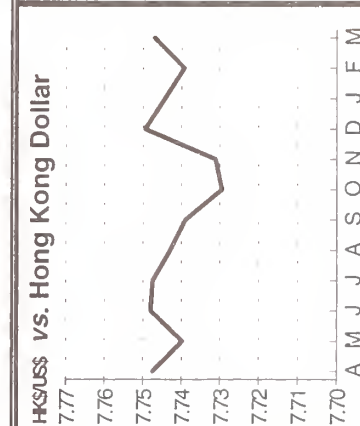
Value Of U.S. Dollar Against Major World Currencies

Daily Spot Quotations & Monthly Averages



Currencies	Current Rate 3/16/98	Month Ago 2/16/98	Year Ago 3/97	% Change Year Ago 3/97
Argentine Peso	.9998	.9998	.9998	0.00
Australian Dollar	1.508	1.505	1.259	19.78
Brazilian Real	1.1339	1.1269	1.0591	7.06
Canadian Dollar	1.4559	1.4402	1.3694	6.32
Hong Kong Dollar	7.747	7.738	7.745	0.03
Japanese Yen	130.15	125.81	123.70	5.21
Mexican Peso	8.561	8.458	7.985	7.21
Taiwan Dollar	32.80	32.86	27.50	19.27
South Korean Won	1489.53	1662.33	877.80	69.69
European ECU	.92027	.91855	.87244	5.48
-British Pound	.59866	.61038	.62888	-4.81
-French Franc	6.126	6.091	5.701	7.45
-German Mark	1.829	1.816	1.690	8.22

NOTE: Exchange rates are daily spot quotes as of 4:00 PM Eastern Time, March 16, 1998.
Source: Exchange Rate Database: <http://www.pacific.commerce.ubc.ca/xr>.



USDA Trade Show Calendar

Food & Hotel Asia '98

April 14-17, 1998
World Trade Centre
Singapore, Singapore

● Number of visitors: 36,000

Food & Hotel Asia is the largest show held in Southeast Asia. It attracts buyers from Malaysia, Indonesia, Thailand, and the Philippines.

Ellen Wong
Commerce Tours International, Inc.
870 Market Street, Suite 918
San Francisco, CA 94102
Tel: 415-433-3072
Fax: 415-433-2820

USDA Contact:

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

European Seafood Exposition '98 (Tentative)

April 28-30, 1998
Heysel (Brussels) Fair Grounds
Brussels, Belgium

● Number of visitors: 11,000

Provides an excellent opportunity for US seafood exports.

ESE
5 Milk Street, PO 7437
Portland, Maine 04112-7437
Tel: 207-842-5504
Fax: 207-842-5505
E-mail: lisa@divcom.com

USDA Contact:

Maria Nemeth-Ek
Tel: 202-720-3623
Fax: 202-690-4374
E-mail: nemeth@fas.usda.gov

U.S. Food Export Showcase

May 3-5, 1998
McCormick Place
Chicago, IL

● Number of visitors: 35,400

Over the past three years the U.S. Food Export Showcase has doubled in size to serve over 450 companies.

U.S. Food Export Showcase Management
2751 Prosperity Ave., Suite 100
Fairfax, VA 22031
Tel: 703-876-0900
Fax: 703-876-0904
E-mail: lfeeley@conventionmanagement.com

USDA Contacts:

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

Maria Nemeth-Ek
Tel: 202-720-3623
Fax: 202-690-4373
E-mail: nemeth@fas.usda.gov

CIBUS '98

May 7-11, 1998
Parma, Italy

● Number of visitors: 120,000

CIBUS is Italy's single largest food show.

E.A. Fiere di Parma
Via Rizzi 67/a
43031 Baganzola Parma, Italy
Tel: 011-0521-9961
Fax: 011-0521-996270

...Trade Show Calendar

USDA Contacts:

Robert Curtis, Director
American Consulate General, Milan
Via Principe Amedeo 2/10
20121 Milano, Italy
Tel: 011-39-2 290-351
Fax: 011-39-2 659-9641
E-mail: fas.milan@agora.stm.it

Gary Fountain
Tel: 202-720-7417
Fax: 202-720-4374
E-mail: fountain@fas.usda.gov

Int'l Food Ingredients & Additives

May 20-22, 1998
Tokyo, Japan
Tokyo Int'l Exhibition Center, Ariake

● Number of visitors: 20,000
IFIA Japan is the premiere ingredients and food additives event in Japan.

E.J. Krause & Associates, Inc.
7315 Wisconsin Ave., Suite 450
North Bethesda, MD 20814 USA
Tel: 301-493-5500
Fax: 301-493-5705
E-mail: poblete@ejkrause.com

USDA Contacts:

David Miller, Director
Agricultural Trade Office, Tokyo
Tokyu Tameike Bldg.
8th floor
1-1-14 Akasaka
Minato-Ku, Tokyo 107, Japan
Tel: 011 81-3 3224-5000
Fax: 011 81-3 3589-0793

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

Taipei International Food Show*

June 11-14, 1998
Taipei, Taiwan

● Number of visitors: 62,000

USDA Contacts:

Daniel Martinez, Director
Agricultural Trade Office, Taipei
54 Nan Hai Road
Taipei, Taiwan
Tel: 011-886-2 337-6525
Fax: 011-886-2 305-7073
E-mail: ato@mail.ait.org.tw

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

Alimentos '98

July 22-26, 1998
Bogota, Colombia

This show is the international exhibition for the food and beverage industry in Colombia.

USDA Contact:

David Rosenbloom, Attache
American Embassy, Bogota
Calle 22D-BIS, No. 47-51
Apartado Aereo 3831, Colombia
Tel: 011-57-1 315-0811
Fax: 011-57-1 315-2181
E-mail: rosenbloom@fas.usda.gov

Food Ingredients South America

August 11-13, 1998
Expo Center Norte
Sao Paulo, Brazil

...Trade Show Calendar

● Number of visitors: 5,320

This is the only specialized food ingredient show in South America.

Ms. Claudia Godoy
Miller Freeman Do Brasil Ltda
Rua Visconde De Ouro Preto
118 Sao Paulo, Brazil SP 01303-060
Tel: 55-11 259-6043
Fax: 55-11 256-1245

USDA Contacts:

Robert Hoff, Director
American Consulate General, Sao Paulo
Rua Padre Joao Manoel, 933
Sao Paulo, SP - Brazil 01411-001
Tel: 011-55-11-881-6511
Fax: 011-55-11-883-7535

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

Food & Hotel Africa '98*

August 23-26, 1998
Gallagher Estate, Johannesburg
Midrand, South Africa

● Number of visitors: 7,000
An essential gateway to the Southern African Market.

USDA Contact:

Tobitha Jones
USDA Foreign Agricultural Service
Room 4646-South Building
14th Street & independence Ave., S.W.
Washington, DC 20250-1052
Tel: 202-690-1182
Fax: 202-690-4374
E-mail: joneste@fas.usda.gov

Food & Hotel China

September 21-24, 1998
China Int'l Exhibition Centre,
Shanghai, China

● Number of visitors: 13,426

An international show attracting exhibitors from 30 countries and thousands of high quality buyers from many provinces of China.

Ellen Wong
Commerce Tours Int'l
870 Market Street, Suite 920
San Francisco, CA 94102
Tel: 415-433-3072
Fax: 415-433-2820

USDA Contact:

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

SIAL '98

October 18-22, 1998
Paris, France

● Number of visitors: 150,000
The largest show in the world for the promotion of food and beverage products.

Francois Gros
IMEX Management, Inc.
6525 Morrison Boulevard, Suite 402
Charlotte, NC 28211 USA
Tel: 704-365-0041
Fax: 704-365-8426
E-mail: sial@imexmgt.com

USDA Contacts:

Claude Nadai
American Embassy, Paris
2, Avenue Gabriel
75382 Paris Cedex 08, France
Tel: 011-33-1 43 12 22 45
Fax: 011-33-1 43 12 26 62
E-mail: FasParis@Compuserve.com

...Trade Show Calendar

Teresina M. Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

USDA Contact:
Maria Nemeth-Ek
Tel: 202-720-3623
Fax: 202-690-4374
E-mail: nemeth@fas.usda.gov

World Food '98

September 22-26, 1998
Moscow, Russia

● Number of visitors: 49,356
World Food attracts buyers from cities and regions throughout Russia to see more than 850 exhibitors from 50 countries.

Jeff Malley
Comtek International
43 Danbury Road
Wilton, CT 06897
Tel: 203-834-1122
Fax: 203-762-0773
E-mail: comtekexp@aol.com

USDA Contact:

Gary Fountain
Tel: 202-720-7417
Fax: 202-720-4374
E-mail: fountain@fas.usda.gov

POLAGRA '98

October 2-7, 1998
Poznan, Poland

● Number of visitors: 250,000
With a rapid growing economy and population of 40 million, Poland constitutes one of the largest and most dynamic markets in Central Europe.

Agricultural Office
American Embassy
Al Ujazdowskie 29/31
00-540 Warsaw, Poland
Tel: 011-4822-621-3926
Tel: 011-4822-628-1172

Tallin '98

October 20-22, 1998
Pirita Fairs Center
Tallin, Estonia

● Number of visitors: 15,000
Tallin Food Fair is the largest specialized food fair in the Baltic Countries.

USDA Contacts:

Jolanta Andersone
American Embassy, Riga, Latvia
Tel: 011-371-7-210-006
Fax: 011-371-7-227-390
E-mail: jolika@apollo.lv

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brown@fas.usda.gov

FOODAPEST

November 24-28, 1998
Fairgrounds
Budapest, Hungary

● Number of visitors: 20,010
One of the largest food fairs in Central Europe.

Martin Szebeni
Foodapest-Hungexpo, Albertirsai ut 10.PF44
1441 Budapest X, Hungary
Tel: 36-1 263-6000
Fax: 36-1 263-6098
E-mail: hexpo@hungry.net

...Trade Show Calendar

USDA Contact:

Maria Nemeth-Ek
Tel: 202-720-3623
Fax: 202-690-4374
E-mail: nemeth@fas.usda.gov

Americas Food & Beverage Show & Conference

December 2-4, 1998
World Trade Center
Miami, Florida

● Number of visitors: 15,000

A new show designed to bring together producers and buyers of food products from the Americas.

USDA Contact:

Gary Fountain
Tel: 202-720-7417
Fax: 202-690-4374
E-mail: fountain@fas.usda.gov

European Fine Food Fair '99

January 25-27, 1999
Maastricht, Netherlands

● Number of visitors: 4,439

A culinary show to be visited by chefs, food, beverage managers and restaurant owners.

USDA Contacts:

Laura Scandurra, Attache
American Embassy, The Hague
Lange Voorhout 102
2514 EJ The Hague
Tel: 011-31-70 365-7681
Fax: 011-31-70-365-7681

Valerie Brown

Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

Gulf Food '99*

January 31-February 3, 1999
World Trade Center
Dubai, United Arab Emirates

● Number of visitors: 9,000

Largest and best organized food show to date in the Gulf region.

USDA Contacts:

Ed Porter, Director
Agricultural Trade Office, Dubai
P.O. Box 9343
Dubai, UAE
Tel: 011-971-4-314-063
Fax: 011-971-4-314-998
E-mail: atodubai@emirates.net.uae

Gary Fountain

Tel: 202-720-7417
Fax: 202-690-4374
E-mail: fountain@fas.usda.gov

Canadian Food & Beverage Show (Tentative)

February 14-16, 1999
Toronto, Ontario

● Number of visitors: 10,500

A trade only food service show exhibiting only food and beverage products.

Canadian Restaurant and Food Services Association

Ms. Paula Lunney
Tel: 416-923-8416
Fax: 416-923-6164
E-mail: PMLunney@netcom.ca

USDA Contact:

Lyle Sebranek, Minister Counselor
American Embassy, Ottawa
100 Wellington Street, KIP 5T1
Tel: 613-238-5355
Fax: 613-233-8511
E-mail: usagr@istar.ca

...Trade Show Calendar

Food & Hotel Indonesia '99

February 24-27, 1999
Jakarta Int'l Exhibition Center
Jakarta, Indonesia

- Number of visitors: 15,086

Ellen Wong
Commerce Tours International, Inc.
870 Market Street, Suite 918
San Francisco, CA 94102
Tel: 415-433-3072
Fax: 415-433-2820

USDA Contact:

Teresina M. Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

SALIMA

Spring 1999
Prague, Czech Republic

- Number of visitors: 75,000
One of the largest food trade shows in Central Europe.

BVV, Vystaviste 1, 64700 Brno
Prague, Czech Republic
Tel: 011 4205 4115 1111
Fax: 011 4205 4115 3070

USDA Contact:

Allan Mustard, Counselor
American Embassy, Prague
Hybernaska 7A
117 16 Praha 1, Czech Republic
Tel: 011-422-242-330-82
Fax: 011-422-2421-9965
E-mail: 101776.2605@compuserve.com

Alpe Adria Kulinarika

April 1999
Ljubljana, Slovenia

- Number of visitors: 32,000
Slovenia, with its port of Koper, is an important trading crossroad for US food products in southern Europe.

Ljubljanski sejem, Ljubljana fair
Dunajksa 10, p.p. 58, 62226 Ljubljana, Slovenia
Tel: 386-61 1735331
Fax: 386-61 1735232

USDA Contact:

Allen Mustard, Counselor
American Embassy, Vienna
Boltzmanngasse 16
A-1091 Vienna, Austria
Tel: 011-43-1 31-339-2249
Fax: 011-43-1 310-8208
E-mail: 101612.74@compuserve.com

Foodex Japan

March 1999
Nippon Convention Center
(Makuhari Messe)
Tokyo, Japan

- Number of visitors: 87,716
An essential and comprehensive stop for any business entering Japan's market.

Japan Management Association
3-1-22, Shibakoen Minato-Ku
Tokyo, Japan
Tel: 011-03-3434-0093
Fax: 011-03-3434-8076

USDA Contact:

Maria Nemeth-EK
Tel: 202-720-3623
Fax: 202-690-4374
E-mail: nemeth@fas.usda.gov

...Trade Show Calendar

Great American Food Show-Korea*

March 1999
Seoul, Korea

● Number of visitors: 3,500

A trade-only solo show, organized for U.S. food companies in the 7th largest market for U.S. foods.

USDA Contacts:

Philip A. Shull, Director
Agricultural Trade Office, Seoul
82 Sejong-Ro, Chongro-Ku
Seoul, Korea 110-050
Tel: 011-822-397-4297
Fax: 011-822-738-7147
E-mail: shullp@fas.usda.gov

Teresina M. Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

HOFEX '99

May 4-7, 1999
Hong Kong Convention Center
Hong Kong, Hong Kong

● Number of visitors: 19,048

Provides an excellent opportunity for companies to meet buyers from the entire Asian region.

Hong Kong Exhibition Services
901-902, 9/F, Shiu Lam Building
23 Luard Road
Wanchai, Hong Kong
Tel: 011-2804-1500
Fax: 011-2528-3103

Zoomark '99

May 6-9, 1999
Milan, Italy

● Number of visitors: 23,000

Zoomark is the leading pet products show in Southern Europe.

Publi Euro Press srl
Via Monte Rosa 13 20149 Milan
Tel: 02-48014713
Fax: 02-48014745

USDA Contact:

Robert Curtis, Director
Agricultural Trade Office
American Consulate General, Milan
Via Principe Amedeo 2/10
20121 Milano, Italy
Tel: 011 39 2 290351
Fax: 011 39 2 6599641
E-mail: fas.milano@agora.stm.it

U.S. Food Export Showcase

May 2-4, 1999
McCormick Place
Chicago, IL

U.S. Food Export Showcase Management
2751 Prosperity Ave., Suite 100
Fairfax, VA 22031
Tel: 703-876-0900
Fax: 703-876-0904
E-mail: Lfeeley@conventionmanagement.com

USDA Contact:

Valerie Brown
Tel: 202-720-3425
Fax: 202-690-4374
E-mail: brownvr@fas.usda.gov

SIAL Mercosur

August 1999
Buenos Aires, Argentina
Municipal Exhibition Center

● Number of visitors: 17,000

Julie Halas
IMEX Management, Incc.
6525 Morrison Boulevard, Suite 402
Charlotte, NC 28211 USA
Tel: 704-365-0041
Fax: 704-365-8426

...Trade Show Calendar

Food Ingredients South America

August 10-12, 1999

Expo Center Norte

Sao Paulo, Brazil

● Number of visitors: 5,320

This is the only specialized food ingredient show in South America.

Ms. Claudia Godoy

Miller Freeman Do Brasil Ltda

Rua Visconde De Ouro Preto

118 Sao Paulo, SP 01303-060

Tel: 55-11 259-6043

Fax: 55-11 256-1245

Tallinn Food Show '99

November 1999

Pirita Fairs Center

Tallinn, Estonia

● Number of visitors: 18,000

Tallinn is also a "gateway" for trade with Russia (particularly St. Petersburg and Moscow) and the Ukraine.

USDA Contacts:

Jolanta Andersonne

American Embassy

Raina Blvd. 7, LV-1510

Riga, Latvia

Tel: 011-371-7-210-006

Fax: 011-371-7-227-390

E-mail: agriga@usda1.sprint.com

Valerie Brown

Tel: 202-720-3425

Fax: 202-690-4374

E-mail: brownvr@fas.usda.gov

ANUGA '99*

October 9-14, 1999

Messegalande

Cologne, Germany

● Number of visitors: 350,000

The largest show in the world for the promotion of food and beverage products.

USDA Contact:

Teresina M. Leslie

Tel: 202-720-9423

Fax: 202-690-4374

E-mail: leslie@fas.usda.gov

U.S. Food Export Showcase

May 7-9, 2000

McCormick Place

Chicago, IL

U.S. Food Export Showcase Management

2751 Prosperity Ave., Suite 100

Fairfax, VA 22031

Tel: 703-876-0900

Fax: 703-876-0904

E-mail: Lfeeley@conventionmanagement.com

USDA Contact:

Valerie Brown

Tel: 202-720-3425

Fax: 202-690-4374

E-mail: brownvr@fas.usda.gov

...Trade Show Calendar

***USDA-Sponsored Shows:**

I

USDA is involved in all aspects of show management and provides related services, including:

Assistance in sample product shipment, rental of floor space, booth design/layout, and marketing the show to potential exhibitors (primarily via mass mailing, invitations to special events, printing show directory) and hotel reservations for show participants.

USDA staff from Washington and the local U.S. Embassy provide support to exhibitors.

USDA Endorsed Shows:

USDA recommends these as best avenues to enter prospective market for consumer-oriented foods, and provides limited services related to these shows, including:

Marketing, mailing advertising material, referral to show organizer, setting up information booth or national pavilion, pre-show promotion, invitation of potential buyers.

Recommendation is based on market potential and commitment of USDA staff in the overseas posts. USDA staff overseas provides most of the related services.

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